

CONTRACT



WNCT
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542
 3221 S. Evans St.
 Greenville, NC 27834
 252-355-8500

And:

Strategic Media Placement
 7669 Stagers Loop
 Delaware, OH 43015
 USA

| | | |
|---|--|---------------------------------------|
| Contract / Revision 874530 / 5 | | Alt Order # 25183157 |
| Product McCRODY 2016 GOV | | |
| Contract Dates 10/17/16 - 10/23/16 | Estimate # 4507 | |
| Advertiser POL/Pat McCrory for Governor | Original Date / Revision 06/07/16 / 10/11/16 | |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Property WNCT | Account Executive Katz Washington | Sales Office Katz/Washingto |
| Special Handling | | |
| Demographic Adults 35+ | | |
| Agency Code | Advertiser Code | Product 1/2 |
| Agency Ref IN9370/IN11002/IN141 | Advertiser Ref | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|-----|------|-------|----------|
| E 1 | WNCT | 10/23/16 | 10/23/16 | Local News Su 7-8a | 7-8a | | :30 | | | | NM | 1 | \$15.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | -----S | | | | 1 | \$15.00 | | | | |
| 2 | WNCT | 10/23/16 | 10/23/16 | CBS Sunday Morning | 9a-1030a | | :30 | | | | NM | 1 | \$90.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | -----S | | | | 1 | \$90.00 | | | | |
| 3 | WNCT | 10/23/16 | 10/23/16 | Face the Nation | 1030A-1130A | | :30 | | | | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | -----S | | | | 1 | \$50.00 | | | | |
| E 4 | WNCT | 10/17/16 | 10/21/16 | Local News @ 12p | 12p-1230p | | :30 | | | | NM | 5 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | 5 | \$75.00 | | | | |
| 5 | WNCT | 10/17/16 | 10/21/16 | Local News @ 530p | 530p-6p | | :30 | | | | NM | 5 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | 5 | \$70.00 | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WNCN
 EASTERN NORTH CAROLINA
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542
 3221 S. Evans St.
 Greenville, NC 27834
 252-355-8500

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 874530 / 5 | 25183157 |

| Contract Dates | Product | Estimate # |
|---------------------|-----------------|------------|
| 10/17/16 - 10/23/16 | MCCROY 2016 GOV | 4507 |

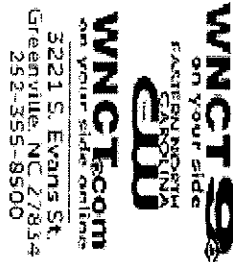
| Advertiser | Original Date / Revision |
|-------------------------|--------------------------|
| POL/Pat McCrory for Gov | 06/07/16 / 10/11/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------|-------------------|------|--------|------------|-------------|-----|------|-------|------------|
| 6 | WNCN | 10/17/16 | 10/21/16 | Local News @ 6p | 6p-630p | | :30 | | | | NM | 5 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | MTWTF-- | 5 | | | | \$140.00 | | | | |
| 7 | WNCN | 10/17/16 | 10/21/16 | Entertainment Tonight | 7p-730p | | :30 | | | | NM | 4 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | MTW-F-- | 4 | | | | \$125.00 | | | | |
| 8 | WNCN | 10/17/16 | 10/21/16 | Family Feud | 730p-8p | | :30 | | | | NM | 5 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | MTW-F-- | 5 | | | | \$225.00 | | | | |
| 9 | WNCN | 10/23/16 | 10/23/16 | NFL Early Game | 1p-430p | | :30 | | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | -----S | 1 | | | | \$400.00 | | | | |
| 10 | WNCN | 10/23/16 | 10/23/16 | NFL Late Game | 430p-730p | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | -----S | 1 | | | | \$500.00 | | | | |
| 11 | WNCN | 10/18/16 | 10/18/16 | Bull | 9p-10p | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | -T----- | 1 | | | | \$500.00 | | | | |
| 12 | WNCN | 10/21/16 | 10/21/16 | Blue Bloods | 10p-11p | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | ----F-- | 1 | | | | \$500.00 | | | | |
| 13 | WNCN | 10/22/16 | 10/22/16 | 48 Hours | 10p-11p | | :30 | | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | -----S- | 1 | | | | \$150.00 | | | | |
| 14 | WNCN | 10/23/16 | 10/23/16 | 60 Minutes | 7p-8p | | :30 | | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | -----S | 1 | | | | \$400.00 | | | | |
| 15 | WNCN | 10/17/16 | 10/21/16 | Y&R | 1230p-130p | | :30 | | | | NM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | MTWTF-- | 4 | | | | \$150.00 | | | | |
| 16 | WNCN | 10/17/16 | 10/21/16 | Dr Phil | 4p-5p | | :30 | | | | NM | 4 | \$260.00 |

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WNCT
3221 South Evans Street
Greenville, NC 27834
(252) 355-8542

| | |
|---------------------|-------------|
| Contract / Revision | Alt Order # |
| 874530 / 5 | 25183157 |

| | | |
|---------------------|-----------------|------------|
| Contract Dates | Product | Estimate # |
| 10/17/16 - 10/23/16 | MCCROY 2016 GOV | 4507 |

| | |
|-------------------------|--------------------------|
| Advertiser | Original Date / Revision |
| POL/Pat McCrory for Gov | 06/07/16 / 10/11/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|----------------------------------|---------------------|-------------------|---------------------|-------------------------|-------------------|------|--------|-------------------|-------------|-----|------|-----------|-------------------|
| Week: 10/17/16 - 10/23/16 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | 4 | \$65.00 | | | | |
| 17 | WNCT | 10/17/16 | 10/17/16 | Bold & Beautiful | 130p-2p | | :30 | | | | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | M----- | | | | 1 | \$125.00 | | | | |
| 18 | WNCT | 10/17/16 | 10/23/16 | Thursday Night Football | 825p-1115p | | :30 | | | | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | | Week: 10/17/16 | 10/23/16 | ---T--- | | | | 1 | \$475.00 | | | | |
| Totals | | | | | | | | | | | | 43 | \$7,115.00 |
| Time Period | | | | | | | | | | | | | |
| | | # of Spots | Gross Amount | Agency Comm. | Net Amount | | | | | | | | |
| | 09/26/16 - 10/23/16 | 43 | \$7,115.00 | (\$1,067.25) | \$6,047.75 | | | | | | | | |
| Totals | | 43 | \$7,115.00 | (\$1,067.25) | \$6,047.75 | | | | | | | | |

Signature: _____ Date: _____

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KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

| | | | | | |
|---|--|---|--|---|--|
| Contract # 25183157 | | Changes as of: 10/10/2016 at 8:10 AM | | Version: Highlighting Revision 4 | |
| CPE: //4507 | | Flight: 10/17/16 - 10/23/16 | | Station: WNCN | |
| Agency: STRATEGIC MEDIA PLACEMENT | | Advertiser: McCrory NC Gov | | Market: Greenville/New Bern/Wash | |
| 7669 STAGERS LOOP DELAWARE, OH 43015 | | Product: MCCROY 2016 GOV | | Office: WASHINGTON | |
| | | Buyer: BRANT FINK | | Primary Demo: Adults 35+ | |
| | | Salesperson: JACOB ROTH | | Con Type: POLITICAL/VOTE | |
| | | 212-373-8175 | | Assistant: JACOB ROTH | |
| | | | | 212-373-8175 | |
| Comments: Revised Order See lines 4 and 6 for funds added to clear See line 1 for rate revised down. TTADD: \$120 TTREV: \$7,115 PLS CFM T/R JACOB | | Total CPP: \$0.00 | | Total Spots: 43 | |
| | | Total GRP: | | Traffic #: 874530 | |
| | | Separation: | | Total \$: \$7,115.00 | |

| # | Day/Time | DP | Program | Rate | A3SP Rating | Len | 10/17 - 10/17 | | Total Spots | Total \$ | CPP | GRP |
|-------------------------------|-------------------|----|--------------|----------|----------------|-----|---------------|--|----------------|-------------------|---------------|------------|
| | | | | | | | 10/17 | | | | | |
| 1 | Su 7a-8a | | WEEKEND NEWS | \$15.00 | 0.0 | 30 | 1 | | 1 | \$15.00 | \$0.00 | 0.0 |
| Changes: Rate from 20 to 15 | | | | | | | | | | | | |
| 4 | M-F 12n-12:30p | | NOON NEWS | \$75.00 | 0.0 | 30 | 5 | | 5 | \$375.00 | \$0.00 | 0.0 |
| Changes: Rate from 60 to 75 | | | | | | | | | | | | |
| 6 | M-F 6p-6:30p | | 6P NEWS | \$140.00 | 0.0 | 30 | 5 | | 5 | \$700.00 | \$0.00 | 0.0 |
| Changes: Rate from 130 to 140 | | | | | | | | | | | | |
| TOTALS: 43 | | | | | | | | | 43 | \$7,115.00 | \$0.00 | 0.0 |



125 West 55th St
New York, NY 10019

Contract # 25183157

Changes as of: 10/10/2016 at 8:10 AM

Version: Highlighting Revision 4

CPE: //4507

Flight: 10/17/16 - 10/23/16

Station: WNCN

Total \$: \$7,115.00

Agency: STRATEGIC MEDIA

Advertiser: McCrory NC Gov

Market: Greenville/New Bern/Wash

Total Spots: 43

7669 STAGERS LOOP

Product: MCCROY 2016 GOV

Office: WASHINGTON

Total CPE: \$0.00

DELAWARE, OH 43015

Agency Order #:

Primary Demo: Adults 35+

Total GRP:

Buyer: BRANT FINK

Con Type: POLITICAL/NOTE

Traffic #: 874530

Salesperson: JACOB ROTH

Assistant: JACOB ROTH

Separation:

Special Instructions

Order Level Comments

| Date/Time | Added by | Comment |
|-------------------|-----------------|--|
| 10/10/16 8:10 AM | JACOB ROTH | Revised Order See lines 4 and 6 for funds added to clear See line 1 for rate revised down. TTADD: \$120 TTREV: \$7,115 PLS CFM T/R JACOB |
| 10/05/16 1:45 PM | Jennifer Layman | Line 6 5x 6p News \$130 Line 4 5x 12p News \$60 Line 1 Sun 7-8a News \$20 --Rate-- 4x 6p News \$140 4x 12p News \$75 1x 530a News \$20 1x Sun 7-8a News \$15 1x m-f 6-7a News \$75 Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB |
| 09/22/16 9:00 AM | JACOB ROTH | Preempted for separation conflict |
| 08/26/16 11:42 AM | Jennifer Layman | Line 7 1x 10/17 7p Entertainment Tonight \$125-mg 1x 130-2p Bold & Beautiful \$125 |
| 08/26/16 10:33 AM | Jennifer Layman | Line 11 1x 10/19 Wed 8p Survivor \$500-mg 1x 10/18 Tue 9p Bull \$500 |
| 07/18/16 2:52 PM | Jennifer Layman | Line 12 1x 10/20 thu 8p Big Bang/Life \$500-mg 1x 10/21 Fri 10p Blue Bloods \$500 Line 3- face the nation runs 1030a-1130a |

Competitive Information

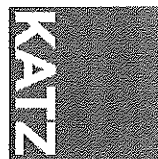
| |
|-------------------------|
| Market Budget: \$22,234 |
| WNCN Share: 32% |
| Comment: |
| WCTI: 34% |
| WFXI: 6% |
| WTN: 28% |

Daypart Summary

| Day/Time | % Distrib | Spots | Dollars | CPE | GRP |
|----------|-----------|-------|------------|-----|-----|
| | 100% | 43 | \$7,115.00 | N/A | 0.0 |
| Total | 100% | 43 | \$7,115.00 | N/A | 0.0 |

Monthly Summary

| Month | Spots | Dollars |
|----------|-------|------------|
| 2016-Oct | 43 | \$7,115.00 |
| Total | 43 | \$7,115.00 |



KATZ
TELEVISION
GROUP

125 West 55th St.
New York, NY 10019

| | | |
|---|--------------------------------------|----------------------------------|
| Contract # 25183157 | Changes as of: 10/10/2016 at 8:10 AM | Version: Highlighting Revision 4 |
| CPE: #14507 | Flight: 10/17/16 - 10/23/16 | Total \$: \$7,115.00 |
| Agency: STRATEGIC MEDIA PLACEMENT | Advertiser: McCrory NC Gov | Total Spots: 43 |
| 7669 STAGERS LOOP DELAWARE, OH 43015 | Product: MCCROY 2016 GOV | Total CPP: \$0.00 |
| Agency Order #: | Buyer: BRANT FINK | Total GRP: 874530 |
| Salesperson: JACOB ROTH | Con Type: POLITICAL/NOTE | Traffic #: 874530 |
| 212-373-8175 | Assistant: JACOB ROTH | Separation: |
| | 212-373-8175 | |

| Transaction History | | | | | |
|-----------------------------------|------------------|-----------------|-------------|-------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- \$ Chg Contract \$ Comment |
| Revision | 10/10/16 8:10 AM | JACOB ROTH | Revised | | |
| Makegood 4 | 10/5/16 1:45 PM | Jennifer Layman | Sent To Rep | | \$0 \$7,115.00 \$6,995.00 Changes: Total GIMPs to 0. Changes: Default Spot Length to 30. Total Spots from 42 to 43. Calculated Dollars from \$6,520.00 to \$6,995.00. Competitive Market Budget from \$20,375 to \$21,859. Total \$ from \$6,520.00 to \$6,995.00. User Entered \$ from \$6,520.00 to \$6,995.00. Comments from revised order. In 11 and 12, changed day, tp, and prgm name.nci's In 7, 1x na on 10/17, mg 1x in 17.ncir to Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTREV: \$6,995 PLS CFM T/R JACOB. 1 buyline added or modified. |
| Revision | 9/22/16 9:00 AM | JACOB ROTH | Confirmed | 1 | \$475.00 \$6,995.00 Changes: Comments from to revised order, In 11 and 12, changed day, tp, and prgm name.nci's |
| Revision | 8/29/16 9:36 AM | CAROLYN ALLAIRE | Confirmed | | \$0 \$6,520.00 In 7, 1x na on 10/17, mg 1x in 17.ncir, 4 buylines added or modified. |
| Makegood 3 | 8/26/16 11:42 AM | Jennifer Layman | Confirmed | | \$0 \$6,520.00 |
| Makegood 2 | 8/26/16 10:33 AM | Jennifer Layman | Confirmed | | \$0 \$6,520.00 |
| Revision | 7/18/16 3:07 PM | JACOB ROTH | Confirmed | | \$0 \$6,520.00 Changes: 1 buyline added or modified. |
| Makegood 1 | 7/18/16 2:52 PM | Jennifer Layman | Confirmed | | \$0 \$6,520.00 Changes: Total GRPs from 0.00 to 0. |
| Queued for Electronic Contracting | 5/31/16 8:12 AM | | | | \$0 \$0 |
| New | 5/27/16 11:46 AM | CAROLYN ALLAIRE | Confirmed | 42 | \$6,520.00 \$6,520.00 |

Non-Discrimination Policy
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER. KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.